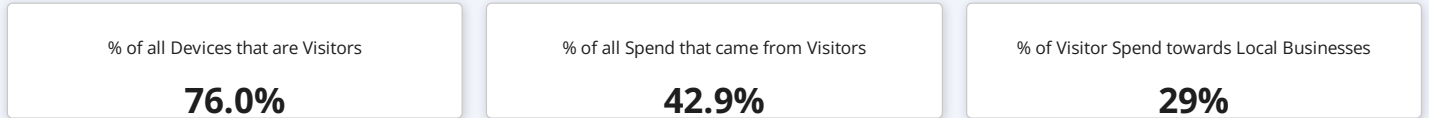


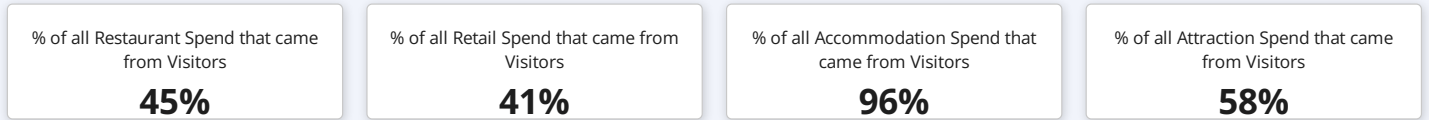
### How do visitors impact your economy?

Source: Zartico Spend Data



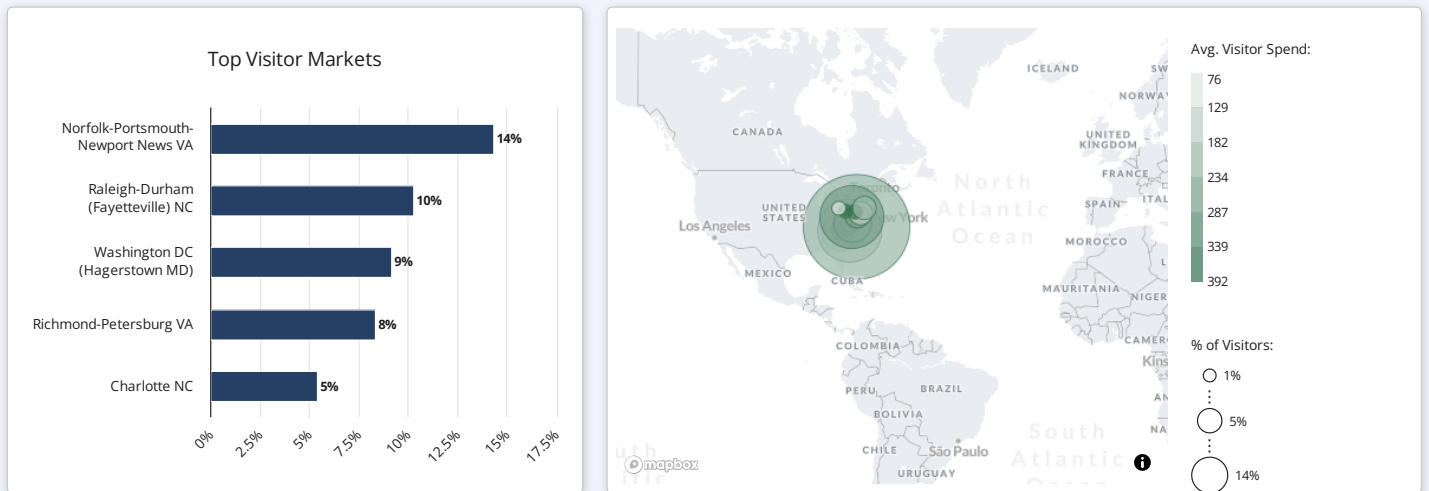
### How much are visitors contributing to your economy?

Source: Zartico Spend Data



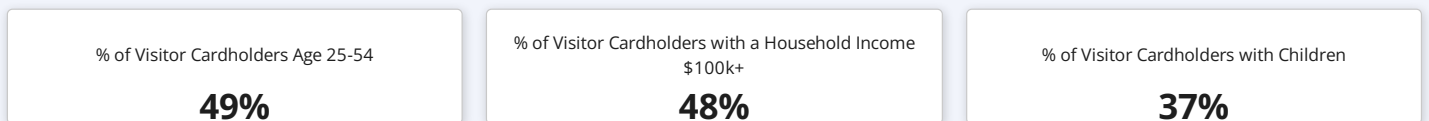
### Where are your visitors coming from?

Source: Zartico Geolocation Data



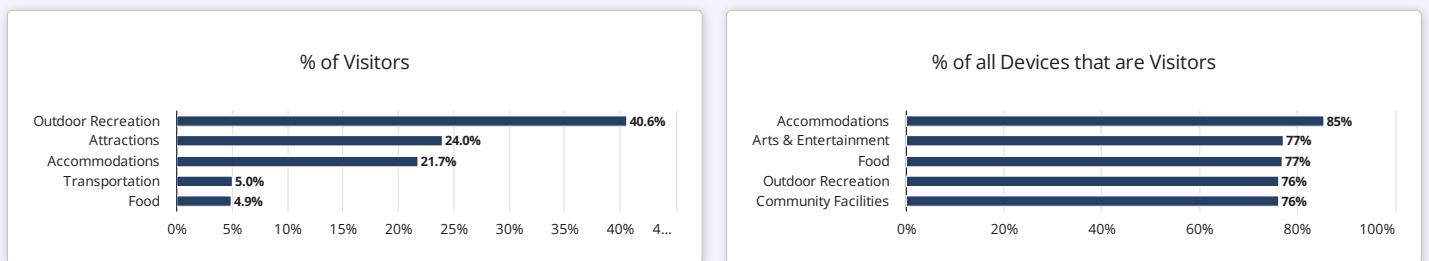
### What are your visitor demographics?

Source: Zartico Spend Data



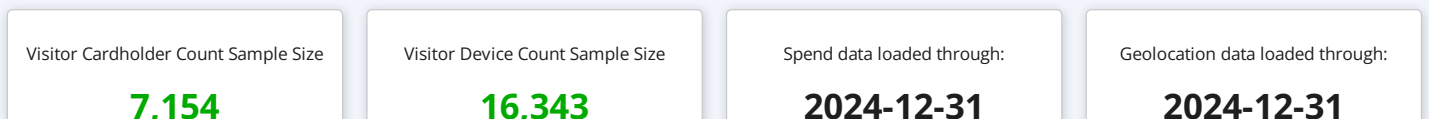
### Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data

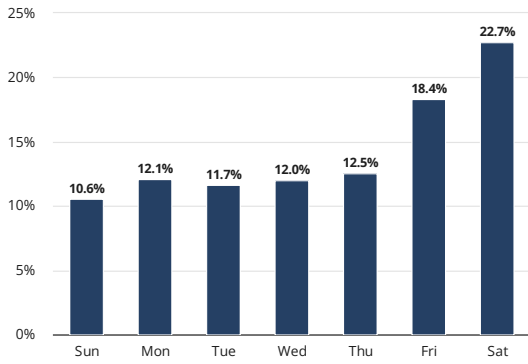


### Sample Size Reference

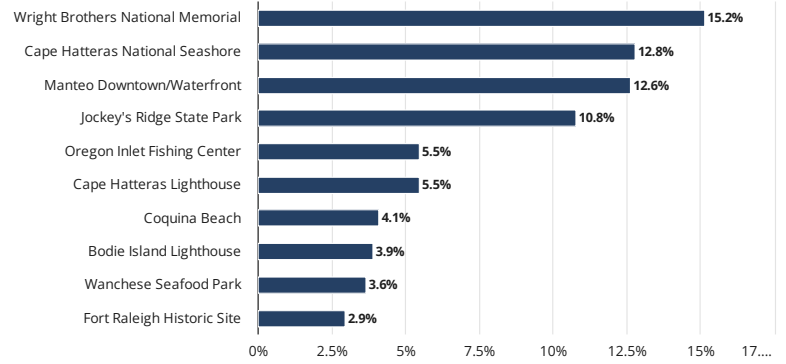
These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.



Visitation by Day of the Week



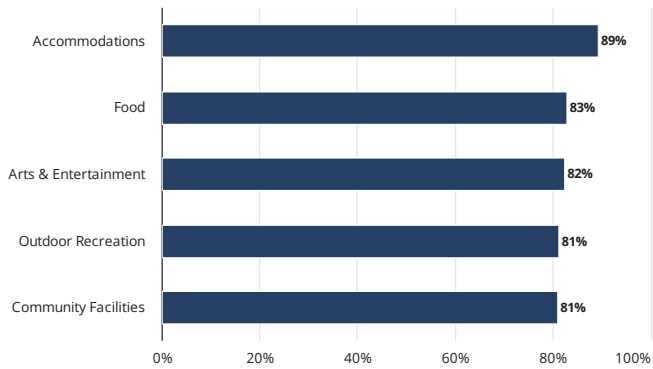
Top 10 Primary Points of Interest



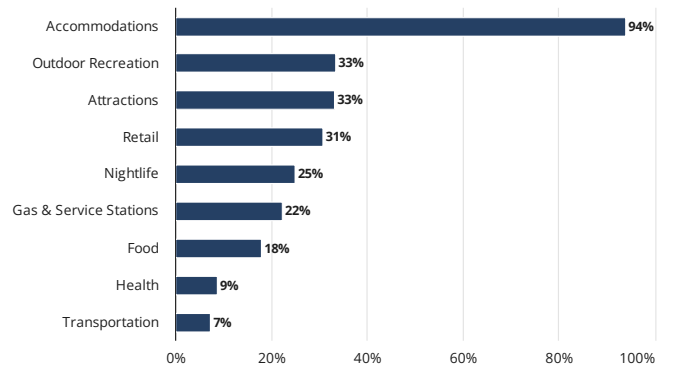
### How are visitors impacting Outer Banks?

Source: Zartico Geolocation Data, Zartico Spend Data. These charts show the share of visitors/visitor spend that make up your main categories of businesses to show the impact of visitors on your local economy.

Visitors as Percent Of Total Patrons



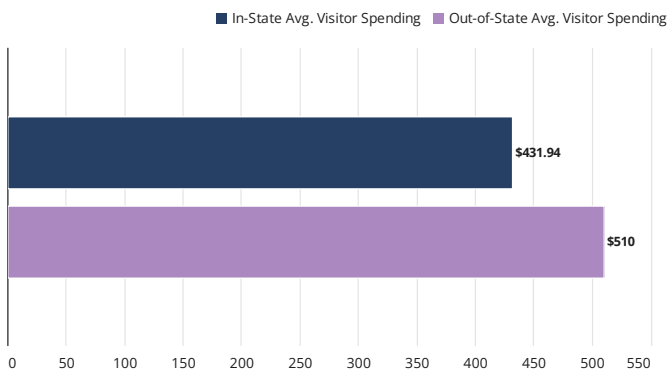
Visitor Spend as Percent of Total Spend



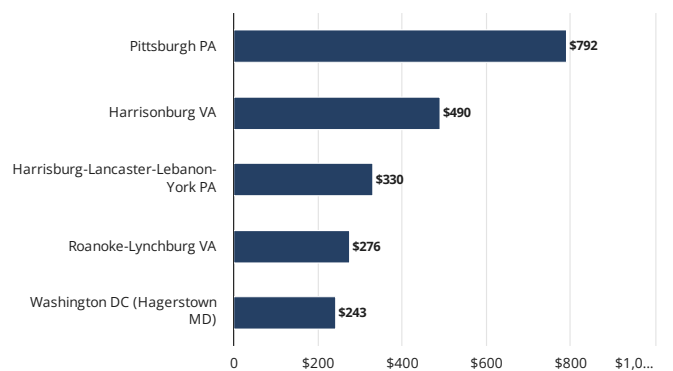
### How are visitors contributing to your destination's economy?

Source: Zartico Spend Data. Note: Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.

Avg Visitor Spending - In-State vs OOS



Top Markets Ranked By Avg Visitor Spend



## How does Outer Banks compare to Zartico benchmark averages?

Source: Zartico Geolocation Data, Zartico Spend Data. Note: Visitor-to-Resident Ratio is used as a measure of understanding the "stress" a visitor economy is placing on the resident quality of life. Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.

Visitor to Resident Ratio

**4.38**

1,561% **0.26**  
Versus Benchmark

Avg. Visitor Spend

**\$180**

84% **\$97.78**  
Versus Benchmark

## Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size.

Visitor Cardholder Count Sample Size

**9,068**

Visitor Device Count Sample Size

**13,069**

## Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

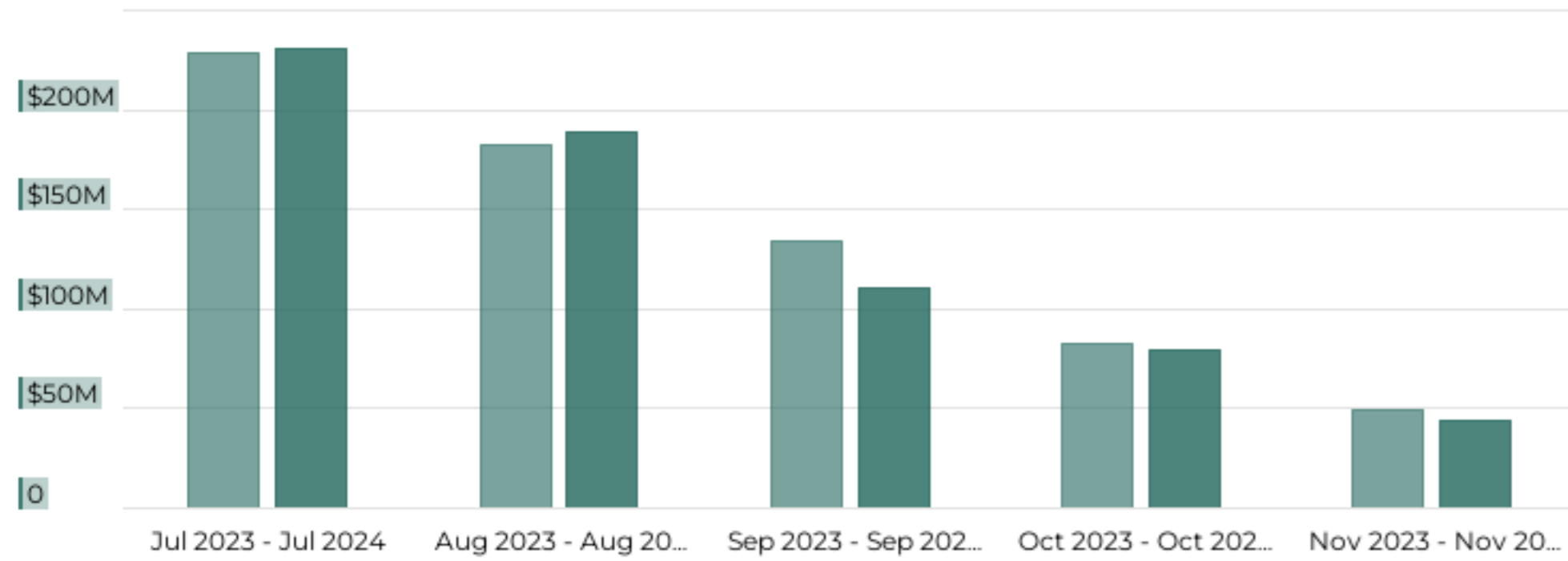
**\$653,246,576** ▼ -3%  
(Custom Range: \$676,672,447)

FYTD: Visa Tracked Spend

**\$187,295,491** ▼ -3%  
(Custom Range: \$192,456,808)

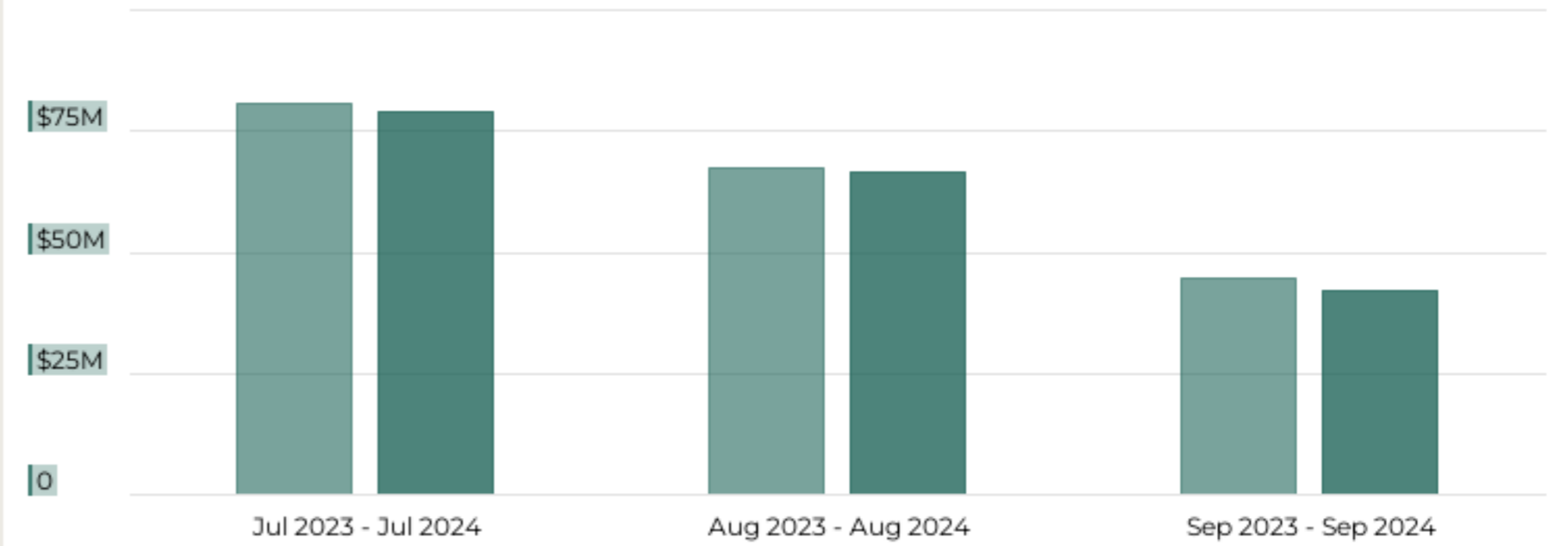
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

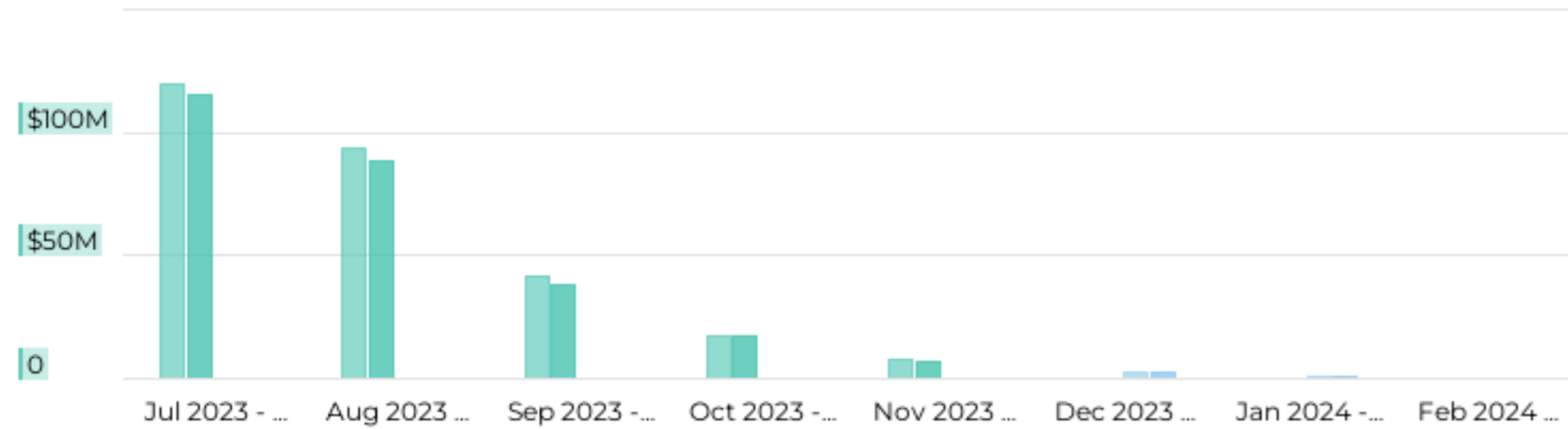
Short Term Rentals

FYTD: Total Revenue (Nightly)

**\$266,004,782** ▼ -5%  
 (Custom Range: \$280,756,977)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23

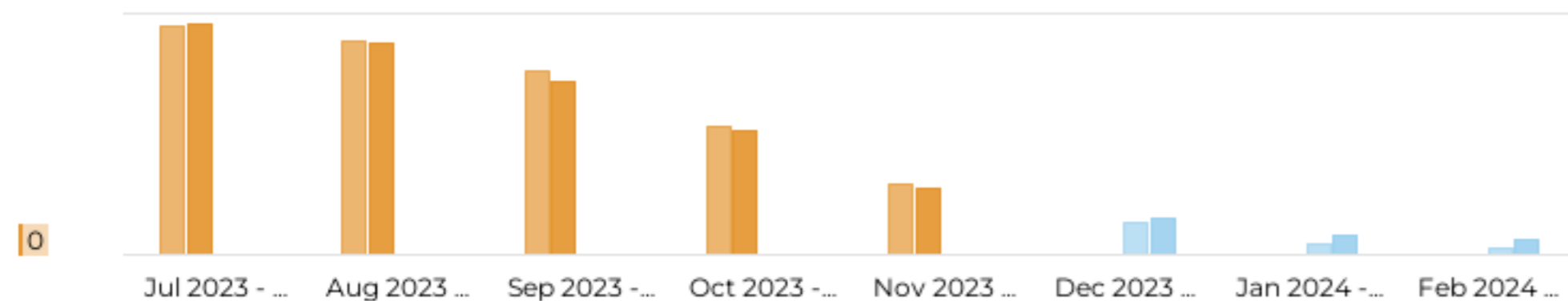


FYTD: Adj. Paid Occupancy %

**71 %** ▼ -3%  
 (Custom Range: 73 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23



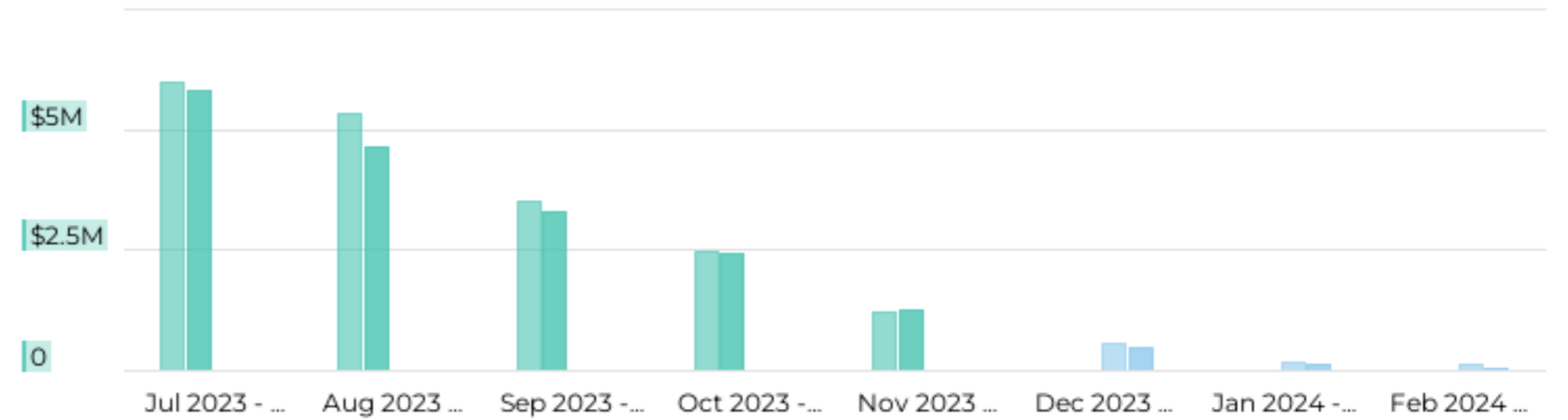
Hotels

FYTD: Total Revenue

**\$17,426,158** ▼ -5%  
 (Custom Range: \$18,440,357)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23

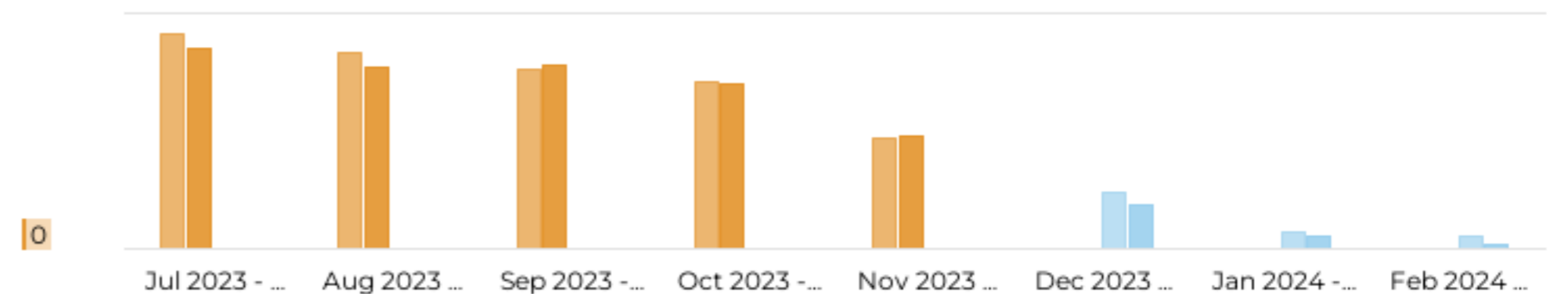


FYTD: Paid Occupancy %

**72 %** ▼ -2%  
 (Custom Range: 74 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23



## Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

### Domestic Geographic Data

#### Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

State	# KeyData STR	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
Virginia	\$2,029,238	▲ 13%	10,377	▼ 0%	\$15,761,794	▼ -25%
North Carolina	\$1,697,783	▲ 4%	10,579	▼ -8%	\$15,025,624	▲ 29%
Maryland	\$396,347	▼ -8%	1,762	▲ 0%	\$2,785,190	▼ -18%
Florida	\$96,588	▲ 32%	5,298	▲ 69%	\$1,470,986	▲ 12%
New York	\$169,231	▲ 16%	5,831	▲ 26%	\$1,451,283	▲ 70%
Pennsylvania	\$401,415	▼ -24%	4,468	▲ 23%	\$1,432,675	▼ -28%
New Jersey	\$123,551	▲ 13%	826	▲ 0%	\$1,017,929	▼ -35%
South Carolina	\$123,200	▼ -39%	920	▼ -30%	\$570,209	▼ -16%
West Virginia	\$80,679	▼ -19%	402	▼ -48%	\$533,765	▲ 5%
Alabama	\$6,035	▼ -33%	300	▲ 13%	\$475,120	▲ 813%
Ohio	\$144,214	▼ -10%	1,655	▼ -40%	\$383,098	▼ -55%
Connecticut	\$29,030	▲ 67%	398	▼ -20%	\$318,521	▲ 116%
Delaware	\$106,518	▲ 53%	198	▼ -26%	\$305,447	▼ -46%
Tennessee	\$25,935	▼ -73%	893	▼ -18%	\$286,622	▲ 13%
Georgia	\$24,263	▼ -52%	3,990	▼ -14%	\$198,355	▼ -56%
Texas	\$18,656	▼ -63%	1,832	▲ 30%	\$196,033	▼ -73%
California	\$18,301	▼ -44%	1,721	▲ 36%	\$182,551	▼ -63%
Colorado	\$38,289	▲ 21%	574	▲ 21%	\$130,290	▼ -29%
District of Columbia	\$20,318	▲ 76%	451	▼ -12%	\$129,716	▼ -48%
Kentucky	\$18,184	▼ -8%	503	▼ -45%	\$128,694	▼ -27%
Illinois	\$19,929	▼ -32%	1,936	▲ 33%	\$124,742	▲ 22%
Arizona	\$1,667	▲ 1,058%	412	▲ 17%	\$112,992	▲ 803%
Wisconsin	\$13,096	▲ 2%	447	▲ 0%	\$105,956	▼ -31%
Massachusetts	\$24,653	▼ -13%	1,420	▲ 12%	\$99,873	▲ 2%
Washington	\$10,298	▼ -27%	586	▲ 53%	\$79,158	▼ -13%
Indiana	\$12,347	▼ -25%	891	▼ -42%	\$77,583	▼ -43%
Idaho	--	--	101	▲ 10%	\$77,425	▲ 234%
<b>Total</b>	<b>\$5,793,569</b>	<b>▼ 0%</b>	<b>64,022</b>	<b>▼ -1%</b>	<b>\$44,238,997</b>	<b>▼ -10%</b>

## KeyData Short Term Rental Total Rent

### FYTD: Top 50 Cities

City	State	# Total Rent ↓
--	Virginia	\$2,564,870
Pittsburgh	Pennsylvania	\$2,342,305
Richmond	Virginia	\$2,331,289
Alexandria	Virginia	\$1,916,524
Mechanicsville	Virginia	\$1,801,737
Midlothian	Virginia	\$1,761,363
Fredericksburg	Virginia	\$1,541,081
Chesapeake	Virginia	\$1,512,256
Virginia Beach	Virginia	\$1,473,681
Charlottesville	Virginia	\$1,425,604
Williamsburg	Virginia	\$1,418,908
Fairfax	Virginia	\$1,396,512
Raleigh	North Carolina	\$1,338,399
Arlington	Virginia	\$1,333,146
Glen Allen	Virginia	\$1,170,279
Ashburn	Virginia	\$1,143,772
Washington	District of Columbia	\$1,099,334
Leesburg	Virginia	\$1,083,151
Manassas	Virginia	\$1,012,044
Kill Devil Hills	North Carolina	\$934,442
Vienna	Virginia	\$923,718
Frederick	Maryland	\$879,219
Herndon	Virginia	\$863,649
Kitty Hawk	North Carolina	\$811,719
Springfield	Virginia	\$808,519
Silver Spring	Maryland	\$802,079
Roanoke	Virginia	\$794,423
Chesterfield	Virginia	\$773,065
Winchester	Virginia	\$766,291
Philadelphia	Pennsylvania	\$759,963
Annapolis	Maryland	\$741,289
York	Pennsylvania	\$731,993

1 - 50 of 50 items



## Outerbanks.org Organic Search Visits

### FYTD: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	44,837
New York	New York	41,457
Atlanta	Georgia	34,299
--	Florida	32,589
Chicago	Illinois	11,602
Virginia Beach	Virginia	11,098
Philadelphia	Pennsylvania	10,704
Roanoke	Virginia	10,385
--	North Carolina	10,094
Raleigh	North Carolina	9,870
Charlotte	North Carolina	9,008
Boston	Massachusetts	8,992
Baltimore	Maryland	8,901
Kill Devil Hills	North Carolina	8,723
--	Virginia	8,673
Washington	District of Columbia	6,976
Nags Head	North Carolina	5,992
--	Pennsylvania	5,699
Dallas	Texas	5,142
Miami	Florida	4,600
Orlando	Florida	4,060
Kitty Hawk	North Carolina	3,950
Reston	Virginia	3,673
Corolla	North Carolina	3,325
Los Angeles	California	3,319
Jet	Oklahoma	3,165
Manteo	North Carolina	3,008
Richmond	Virginia	2,745
Pittsburgh	Pennsylvania	2,658
Norfolk	Virginia	2,594
--	Georgia	2,421
--	New York	2,351

1 - 50 of 50 items



## Zartico Normalized Visitor Spend

### FYTD: States

State	# Visitor Spend ↓
Virginia	\$240,893,999
North Carolina	\$115,096,965
Pennsylvania	\$70,972,745
Maryland	\$54,063,117
New York	\$24,925,488
New Jersey	\$20,223,942
Florida	\$16,863,354
Ohio	\$16,137,600
West Virginia	\$14,310,034
South Carolina	\$5,997,078
Indiana	\$5,539,098
Connecticut	\$5,121,034
Tennessee	\$5,046,014
Delaware	\$4,718,358
Massachusetts	\$4,320,528
California	\$3,602,789
Texas	\$3,238,272
Michigan	\$3,144,561
Georgia	\$2,941,920
Kentucky	\$2,639,457
District of Columbia	\$2,594,475
Illinois	\$2,420,364
Colorado	\$1,991,640
Alabama	\$1,685,603
New Hampshire	\$1,514,770
Wisconsin	\$1,419,629
Washington	\$1,402,722
Vermont	\$1,367,515
Oregon	\$1,239,586
Minnesota	\$1,217,118
Missouri	\$1,170,912
Iowa	\$1,103,370

1 - 50 of 50 items

